

Spokane County
Quit Line Data Summary
 July 1 - December 31, 2005

| | <u>County</u> | <u>State</u> |
|--|-----------------|-------------------|
| Number of Calls to Quit Line | N = 897 | N = 10,345 |
| Percent of Statewide Calls | 10.6% | 100.0% |
| Percent of State Population in County¹ | 7.1% | 100.0% |
| | County % | State % |
| Gender | N = 881 | N = 8,891 |
| Female | 62.5% | 61.8% |
| Male | 37.5% | 38.2% |
| Race/Ethnicity | N = 850 | N = 8,013 |
| People of Color | 11.3% | 15.6% |
| White | 88.7% | 84.4% |
| Age | N = 887 | N = 8,649 |
| Less than 18 years old | 0.8% | 1.3% |
| 18 - 24 years old | 17.0% | 19.4% |
| 25 - 34 years old | 26.3% | 26.5% |
| 35 - 44 years old | 23.9% | 20.8% |
| 45 years and older | 32.0% | 32.0% |
| Education | N = 860 | N = 8,130 |
| Did not graduate high school | 19.1% | 19.0% |
| High school graduate | 38.1% | 37.4% |
| Some college/vocational school | 33.6% | 32.3% |
| College graduate | 9.2% | 11.2% |
| Caller Type | N = 892 | N = 9,433 |
| General Information | 1.3% | 6.8% |
| Health care provider | 0.3% | 2.2% |
| Tobacco user | 98.3% | 91.0% |
| Payer Type | N = 806 | N = 7,657 |
| Insured | 32.8% | 36.8% |
| Uninsured | 37.7% | 37.2% |
| Medicaid | 29.5% | 26.0% |
| Heard About | N = 721 | N = 7,244 |
| Past caller ² | 7.1% | 7.1% |
| Employer/worksites | 1.7% | 2.2% |
| Health care provider | 28.2% | 25.0% |
| Television | 9.2% | 6.6% |
| Outdoor advertisement (billboard/bus/wall) | 3.5% | 2.4% |
| Targeted mailing | 0.1% | 0.1% |
| Great Start | 0.1% | 0.1% |
| Radio | 1.4% | 4.2% |
| Newspaper/Magazine | 0.8% | 1.2% |
| Brochure/Newsletter | 7.1% | 7.7% |
| Family or friend | 37.0% | 36.5% |
| Health Department | 3.5% | 5.6% |
| School | 0.4% | 1.4% |

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.